

Steering Committee Meeting  
Prescription Pain Medication Program  
May 20, 2008  
9:00, Rm 401

Present:

Cindy Kindred, Vanguard  
Jeff Martin, Vanguard  
Alan Colledge  
Terri Rose, HealthInsight  
Iona Thraen  
Robert Finnegan  
Bob Rolfs  
Erin Johnson

**Public Opinion Survey:**

413 individuals

Helped to develop slogans which were tested by focus groups

Establish what was the target problem:

- Most thought it was 20-34 yr olds
- Most thought it was in the middle of very safe and very dangerous to use Rx meds
- If doc prescribed it, most people thought that meant it was safe
- Majority report that Rx pain meds are misused
- 62% of respondents said they'd been prescribed Lortab
- Disposal: 48% flush down the toilet
- Docs and pharmacies were named as sources of info on Rx drugs
- Tv and internet named as sources of info

**Focus Groups:**

3 focus groups of 12 people each

Described 7 TV/Radio concepts

Showed 6 slogan ideas

Responses

**TV and Radio Media:**

Played TV spot

Played Radio spot

Discussion:

Dr. Finnegan: his patients are coming in having seen the tv spot and comment on them.

Alan: We don't tell the people what to do if a family member appears to have overdosed

Bob: North Carolina has a program that gives the family members info on Narcon so that if the person being prescribed happens to overdose

Alan: Role playing could be done so that people's first response could be to call 911. Overdose is reversible.

Alan: No one knows the number to Poison Control, but everyone knows 911

Bob: if this program is successful we will get more funding and can add messages. We can also do more research to see exactly how many people would be impacted by each message.

Jeff: The spots have 1 message and then steer the individuals to the website.

Bob: Another thing is that the radio and tv is for a general audience, whereas people who are prescribed rx meds would need special messaging.

### **Slogans:**

Ended up with three at the top: Use Only As Directed, MedSafe MedSmart, Mind Your Meds

Reasons for choosing "Use Only As Directed": action items, ranked highest, gets message across in a straightforward way.

Label is white, black, and red—nice, clean feel

### **Website:**

Is up and running.

Anyone in the dept can use Content Management System and adjust texts very easily

### **Press Event:**

May 1, at the capital building

Bob, Dr. Sundwall, Rep. Daw, Erin spoke

Good coverage on all major news stations

### **Next steps:**

Materials out to pharmacies and doctors

- Decals: "Use Only As Directed" on the floor of pharmacies

- Posters

- Book Marks

Last week in October is Prescription Awareness Week in Utah—do a board tour (bring people to news station)

Booth at June 14<sup>th</sup> at Gateway

Booth at July 18<sup>th</sup> at Washington Square (Days of '47 parade)